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## **Phalaenopsis grows in the desert of Inner Mongolia, and market demand is increasing**

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In September, in the greenhouse in the desert Hema Village in Inner Mongolia, dozens of colorful phalaenopsis flowers are blooming and growing vigorously, preparing for the upcoming festival time. According to the calculation of Hema Fresh consumption big data, with the coming of Teachers' Day, Mid-Autumn Festival and the national holiday, the flower market is gradually warming up. It is expected that during the festivals, flower orders will increase by more than two times compared with last year.

Most Phalaenopsis are native to tropical rainforest countries in Asia, but in the deserts of Inner Mongolia, they are actually in full bloom. Desert Hema Village, located in the hinterland of the Kubuqi Desert, is the largest standard demonstration base for phalaenopsis planting in northern China. The flowers here are about to break through the siege of the desert and "open" into 300 Hema Fresh stores in 27 cities across China.



"We currently have

2.2 million seedlings and more than 100 varieties of Phalaenopsis, with an area of more than 40,000 square meters in the first phase. After four years of cultivation, starting this year, Phalaenopsis will go out of the desert on a large scale and bloom over the whole country," said Zhang Jialei, technical director of Yitai Yinxiang Flower and production director of Desert Hema Village.

Deep in the desert Hema Village, a contiguous building complex of intelligent greenhouses "covering black," stands in the wilderness. It turns out that they are black shading screens. In order to avoid direct sunlight and burns on the flowers, they put on a "black coat" for the smart greenhouse. Zhang Jialei said, "The humidity of the greenhouse is kept constant at more than 50 percent, and we also water the Phalaenopsis with nutrient-proportioned water to ensure their better growth." Zhang Jialei said.

In the 1990s, when Phalaenopsis was introduced and planted in China, a single plant cost more than 90 RMB. "Phalaenopsis is very expensive due to its high planting requirements and long cultivation cycle." Zhang Jialei introduced.

The Sphagnum Moss which Phalaenopsis grows on come from Yunnan, Sichuan, Jilin, and other places, costing 40,000 RMB per ton.

In the past three years, consumers' demand for flowers has gradually increased. During New Year's Eve last year, compared with the previous year, the sales of only Phalaenopsis in Hema increased by 10.6 times in Shanghai and 24.5 times in Beijing." said Lv Linglin, head of flower procurement at Hema Fresh.

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